



Job Description

1. JOB DETAILS

Job Title:	Ecommerce Manager
Location:	Hospiscare Enterprise Centre, Marsh Barton
Hours:	37.5 per week, 5 days Monday to Friday
Team/Directorate:	Trading
Responsible To:	Head of Retail
Responsible For:	Ecommerce Officers, Ecommerce Assistants
Accountable to:	Director of Finance and Commercial

2. JOB PURPOSE

To manage the E-commerce team to maximise income and profitability.

To lead on the development of online sales, taking advantage of all opportunities available, while following Hospiscare's guidelines, policies and procedures, and reflecting the organisation's brand values.

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1 Main Responsibilities

- Responsible for generating sales across all income streams relevant to the ecommerce environment, analysing data from system platforms and other financial reports in reviewing financial performance, to ensure budget is achieved.
- Identify opportunities for growth in sales and profit, considering different sales platforms and stock acquisition to ensure a competitive advantage in terms of sales and customer service.

- Manage the performance of direct reports, ensuring their skills are fully developed, whilst adhering to relevant HR policies and procedures, in order to build and retain a motivated and engaged workforce.
- Role model to staff and volunteers the provision of excellent service standards to ensure a great customer experience is achieved for customers, and seller and customer feedback status are protected.
- Lead on resolving technical issues in a timely manner in order to minimise any negative effect on sales or customer experience.
- Promote Gift Aid for donations via Ecommerce, ensuring priority is given to maximise this income stream, and correct procedures are followed by staff and volunteers to comply with HMRC requirements.
- Monitor research, copy and photography for product listings to ensure items reach their full potential value.
- Monitor the process for orders placed online to ensure products are dispatched within the required timescales.
- Monitor and control standards of housekeeping for ecommerce storage areas and online inventory to ensure all items are stored appropriately and their value is protected.
- Assist with the recruitment and induction process for Ecommerce staff, liaising with the HR team regarding timescales, advertising and job descriptions, to ensure full staffing complement for the team.
- Liaise with the Volunteering team to recruit and retain an optimum number of volunteers to support the workload of the Ecommerce team and secure income.

3.2 Key Contacts

Internal:

- Ecommerce team including volunteers
- Head of Retail
- Retail Development Managers
- Shop Managers
- House Clearance team
- Stock Manager
- People Team

External:

- Customers and members of the public
- Ecommerce platforms
- Corporate
- Charity Retail Association and similar bodies
- Other South West hospice charities

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to
- Comply with safe working practices as defined by Hospiscare
- Complete online training as and when required
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work
- Report any accidents, incidents or near misses as soon as reasonably practicable
- Manage own work life balance and general wellbeing, including any relevant pressures in respect of lone working, travel, difficult environments and challenging situations

3.4 General

- Be aware of and adhere to Hospiscare policies and procedures at all times
- Take part in progress/performance reviews throughout the year
- Cooperate with other Hospiscare departments
- Attend training courses and complete online training modules as required to meet the requirements of the post
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role

3.5 Other

- Apply the Hospiscare values and behaviours to every aspect of the role at all times
- Promote and maintain the brand standards of Hospiscare

ECOMMERCE MANAGER

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training	Educated to GCSE level or equivalent including maths and English at Grade 4-9/C or above	
Experience	<p>Significant experience of selling on eBay and Amazon Marketplace</p> <p>Significant experience of managing a team</p> <p>Significant experience in delivering and managing exemplary customer service</p> <p>Demonstrable experience of third party/partnership relationships</p> <p>Demonstrable experience of selling vintage/retro clothing, furniture and accessories</p>	Experience of working with volunteers
Knowledge	<p>Detailed understanding of stock management systems, multi- platform selling, pricing strategies, data inputting, interpretation, reporting and analysis</p> <p>Detailed understanding of eBay</p> <p>Detailed understanding of Depop and own-brand online stores (Shopify)</p> <p>Understanding of photography photo editing software and photo composition</p>	<p>Understanding of the law relating to sale of second hand items</p> <p>Understanding of High Street and Out of Town retailers and current retail trends</p> <p>Understanding of EPOS and order management systems</p>
Skills	<p>Developed leadership skills with the ability to build and motivate a team of staff and volunteers to successfully achieve set targets and business objectives</p> <p>Developed skills in time management and organisation</p> <p>Highly developed communication skills</p> <p>Highly developed IT skills</p>	Skills in effective visual merchandising and display techniques

Personal attributes	<p>Able to work under own initiative and take proactive approach to changing business needs and objectives</p> <p>Commercial acumen</p> <p>Creative and innovative</p> <p>Good attention to detail</p> <p>Personal resilience and the ability to respond positively to change</p> <p>A solution focussed approach</p> <p>Team player</p> <p>Able to demonstrate sensitivity when required</p> <p>Awareness of Equality, Diversity and Inclusion in all aspects of work</p>	
Additional requirements	<p>Physically capable of undertaking the manual handling requirements of the role</p> <p>Able to travel within the Hospiscare area as well as other locations on occasion as required</p>	Car owner and driver

Job Description and Person Specification Agreement:

The above job description is not exhaustive but an indication of the duties and responsibilities the post holder may undertake and will be subject to review.

Post Holders Signature:

Date:

Managers Signature:

Date: